

LATEST HEADLINES

- [Intelsat and MultiChoice sign satellite capacity agreement](#)
- [MWEB hosts night golf event](#)
- [Channel O launches *Coco Joe* magazine](#)
- [Vodacom launches Vodafone My Web](#)
- [David Bullard joins Joburg.co.za team](#)

MAIN ARTICLE

Google has just appointed Stephen Newton as its new Country Manager in South Africa. *Media Update's* Desi Tzoneva spoke with him about Google's upcoming plans for South Africa. Newton says that Google's key focus remains 'search,' which means that the company remains centred around getting as many South African businesses online as possible, so that they can be searched by local as well as international users.

IN FOCUS

8 Ink Custom Media, in partnership with Visa, will publish **Visa Travel Solutions**, a 68-page travel magazine distributed with the third issue of *National Geographic Traveller*. The magazine offers a selection of dream local and international destinations to suit all budgets. *Media Update's* Leigh Andrews recently spoke to Kelda Lund from 8 Ink Media's Custom Publishing Division, which publishes *National Geographic Traveller*.

MEDIA NEWS

+ Intelsat, Ltd., the world's leading provider of fixed satellite services, announced that South African direct-to-home television operator, **MultiChoice**, signed a long-term, multi-transponder agreement for satellite capacity.



+ According to the *Business Report*, Communications Minister, Sipiwe Nyanda, has expressed caution over a proposed tie-up between **MTN** and India's Bharti Airtel. He told the *Sunday Times* that any deal should take into account that MTN was "a South African company with a footprint in Africa".

+ My Broadband reports rumours which suggest that **Telkom** will launch prepaid cellular vouchers before the end of the year. After its sale of Vodacom, Telkom is now in a position where it can roll out its own mobile services and compete head-on with the three established cellular operators.

+ According to MyBroadband, the **Independent Communications Authority of South Africa** has said that it expects the first report-back on progress regarding mobile termination rates on 9 October.

+ To say the South African corporate events calendar is jam-packed with golf days is an understatement. How does one turn a dime-a-dozen golf function into something unique and memorable? Partnering with event architects Eventworx, **MWEB** got a golf day with a unique twist. Together, they hit upon a solution which would give guests a golfing experience that few had ever experienced – night golf.



+ September has not only seen the first African qualification for Africa's first 2010 FIFA World Cup, but the first of what will be hundreds of multilingual articles; photographs; and audio recordings made available through an ambitious programme to help the rest of the world see through African eyes. For more information, visit www.africamediaonline.com.

+ Next year's **Digital Symposium** will take place on Wednesday, 24 and Thursday, 25 February at Spier Wine Estate. Check symposium.habarimedia.co.za/ for registration details.

+ Jacques Rosselin, the French publisher whose *Vendredi* turns web content into print revenue, has joined the programme of the **Managing the Crisis Conference** to be held at the Frontline Club in London on 28 and 29 September.

+ Miss South Africa, Tatum Keshwar; comedian, Marc Lottering; weather man, Derek van Dam; and professional surfer, Roxy Louw have all said farewell to their hair and bravely posed bald for a breast cancer feature in the October issue of **Marie Claire** magazine. The story is being run in support of Breast Cancer Awareness Month, and hopes to raise funds for the Breast Health Foundation.

+ South Africa's new Afrikaans women's magazine, **Kuier in Styl**, hits shelves for the first time this week, for only R7. The first cover girl is 7^{de} *Laan's* Melanie de Bois, better known as Felicity.



+ **Careers SA** has become South Africa's only ABC-audited graduate career guide, while www.careerssa.net has reached 80000 page impressions per month.

+ *Sports Illustrated* has chosen its 11 sensational models to feature in the **Sports Illustrated Swimwear edition 2009**, which will be available on newsstands from 19 October.

+ Fourteen months after the site first launched in June 2008, **Cosmopolitan** has chosen 365 Digital to handle its online campaign management and to deliver advertising on the site through the ADTECH Helios IQ ad server. To view the site, visit www.cosmopolitan.co.za.

+ South African retailer, Jet Stores, is distributing over one-million financial services booklets to households across South Africa this month, via its **Jet Club** magazine. Reaching over 3.5-million readers (AMPS 2008), the educational booklet is packed with practical information about insurance and other financial services products.



+ Traffic Integrated Marketing has been appointed by Touchline Media to conceptualise and execute both the trade and consumer PR campaigns for **Women's Health South Africa**. *Women's Health* hits newsstands on Wednesday, 21 October.

+ **Touchline Custom Publishing** has attained the publishing portfolio of both Comair airlines' in-flight magazines, having recently been awarded the rights to produce kulula's new monthly in-flight magazine, *kuluma*.

+ The 2009 issue of **FAIRLADY Bride** hit the stands on 16 September and, as usual, the magazine does not disappoint. It's packed with information on South Africa's best venues; flowers; cakes; rings; and décor ideas.

- + The latest issue of **SARIE BRUID** hit the stands on 16 September, and this year, it inspires brides-to-be with 16 spectacular real weddings; bumper competitions valued at nearly R200 000; and loads of ideas, tips, and trends.
- + The launch issue of **SportsTeen** reached shelves on 16 September. It is a monthly magazine which captures the energy; attitudes; and interests of sports-crazed, hip South African teen boys, whose parents fall within the LSM 7 to 10 segment.
- + One of the world's most well-respected and prestigious travel magazines, **National Geographic Traveller**, has taken root and launched in South Africa with its own local edition at the onset of tourism month.
- + In June, Volkswagen launched the Golf 6 to the South African market through an integrated campaign in **RamsayMedia** automotive titles, *CAR* and *WIEL* magazines.
- + Channel O has appointed design and publishing consultancy, The President, to launch the magazine, **Coco Joe** as a brand extension for the channel.
- + **MultiChoice** has been reprimanded by the Broadcasting Complaints Commission of South Africa for failing to warn viewers that a movie it screened in June contained foul language.
- + In memory of the late Patrick Swayze, **M-Net** will screen one of his many blockbuster films, *Ghost*, this Saturday. Swayze passed away on Monday, 14 September, after a long battle with pancreatic cancer.
- + Sunday, 13 September marked the entrance of 12 female housemates into the game as M-Net's 91-day reality series, **Big Brother Revolution**, heats up. Click [here](#) to view profiles of the 12 female housemates.
- + The *New York Times* reports that for those who are wondering what kind of judge Ellen DeGeneres will be on **American Idol** when she replaces Paula Abdul, she offered this nugget on Ryan Seacrest's radio show last Thursday: "I really do pride myself on not judging."
- + **CNN's** cross-platform reach exceeds all other international commercial television news networks, according to results released by Synovate's European Media and Marketing Survey.
- + **OFM** sports presenter, Leanne Nel, quit smoking on the Pieter and Christie show last Tuesday morning. Her co-presenters in the breakfast show decided to support her by going to air and asking listeners for suggestions on how she can quit smoking.
- + *The Times* reports that **Kaya FM** has launched the second season of the reality show, *2 Strangers and a Wedding*, despite the fact that the first marriage it arranged only lasted three months.
- + IOL reports that **Kaya FM** DJ, Phat Joe (Majota Khambule) has been suspended after listeners complained about comments on his show, regarding Caster Semenya.
- + Google Labs has released an innovative service for reading articles, called **Google Fast Flip**. It combines some of the best qualities of print and the web, letting you 'flip' through pages online as quickly as flipping through a magazine.
- + **Times LIVE** is the new and improved digital home of the *Sunday Times* and *The Times*. The revamped news site represents the first in a number of exciting digital developments at Avusa Media.

- + The latest **Nielsen** online figures for July put local users at the 6.99-million mark, compared to 5.66-million in July 2008. This represents a growth of 1.3-million users, or an increase of 23.6%.
- + MyBroadband reports that Firefox's sibling mobile browser, **Fennec**, is a few weeks away from being launched. Initially Fennec will only be available for specific Nokia devices and those mobile phones running Windows Mobile version 6, but it is expected to be more widely available in the near future.
- + **Vodacom** has launched Vodafone My Web, a state-of-the-art digital content portal that enables users to customise a portal around their personalised digital content; giving them immediate access to their favourite information.
- + **MTN** has added an additional security layer to its existing infrastructure, which identifies potential threats and prevents unwanted traffic from passing through the network.
- + **WWF's Earth Hour** campaign scooped a prestigious *Mail & Guardian Greening the Future Award* on Thursday, 10 September, an accolade the organisation hopes will help raise public awareness around the need for action against climate change.
- + Topco Media, in association with the *Top Women in Business and Government* publication, has extended an invitation to submit nominations for the 6th annual **Top Women Awards**. Click [here](#) for more information.
- + The general quality of entries for the 2009 **Sanlam Awards for Community Press** was as high as ever in the past. The Awards will be presented for the 19th time on Friday, 18 September at the Awards dinner in Johannesburg, with some 200 editors; journalists; photographers; and their bosses.
- + Submission of entries for the **SAB Environmentalist and Environmental Journalists of The Year Awards 2009** opened on Monday, 14 September. The Awards will be adjudicated based on work produced between 1 August 2008 and 30 September 2009.

MEDIA REVISITED

- + **Healthy Times (monitored)**
Last week, we reported that *Healthy Times* was launched in 2002, when it was in fact launched in February this year. *Healthy Times'* editorial comprises features including a cover personality; dental/medical; food and nutrition; fitness and sports; relationship and sex; beauty and wellness; well-being; and life. For more information, contact Editor, Kathryn Chadford, by emailing info@e-healthytimes.com.

PEOPLE ON THE MOVE

- + Well-known columnist and former *Sunday Times* writer, David Bullard, has joined the **Joburg.co.za** team.
- + *Carte Blanche* anchor, Derek Watts, has joined the **Joburg.co.za** team, to bring readers the latest news on motoring; bikes; and accessories.
- + **Discovery Networks EMEA** has announced the appointment of Caleb Weinstein to the position of Senior Vice President and General Manager, Emerging Markets.
- + **Thought 24** CEO and Publisher, Jonathan Harris, was voted on to the Magazine Publishers Association of South Africa board.

+ Google going forward in SA

By Desi Tzoneva

Google has recently appointed Stephen Newton as its new Country Manager in South Africa. *Media Update's* Desi Tzoneva spoke with him about Google's upcoming plans for South Africa.



Newton says that Google's key focus remains 'search,' which means that the company remains centred around getting as many South African businesses online as possible, so that they can be searched by local as well as international users, which will be a great opportunity - especially in the build-up to and aftermath of the 2010 FIFA World Cup. Another of Google's upcoming priorities will be education.

Education is vital, says Newton, because many people still assume that those who are trying to get online understand 'online speak,' when this is not necessarily the case. The complicated acronyms can be a barrier to understanding, and it is important that the language of going online is 'translated' to businesses considering this path. "What's really important to me is education - the education of the small business of what the online environment is, and how it relates to the offline world," he says, adding that we need to become aware that it's not as secretive as it appears, but simply that the 'language' of going online needs to be brought down to basics. Fundamentally, education will not only focus on what Google is, but will also engage with people online; explain what it means to be in an online environment; and critically, what Google can do to help businesses access and use this platform in an optimised way for business growth.

Newton says that during the current credit crunch, because many companies' budgets are relatively constrained, it is vital to improve understanding of how measurable Returns On Investment (ROI) could be when comparing on- and offline marketing. In terms of clients and agencies, he says that Google would like to help these players understand how to use Google products in a more efficient way by creating an enabling platform. Google will also be educating its clients in understanding the various possibilities available.

How will this come about? Newton says that numerous meetings are taking place in Cape Town and Johannesburg, with: "people who have the passion to help the internet." As meeting targets is critical in the business world, the more people involved, the better. "If we get people involved online, we educate the population... and we know that our medium is a medium that is measurable, and it's a

medium that provides good ROI when used correctly."

In addition to expanding networks of communication, a series of monthly talks



about the online environment is planned at the Johannesburg Chamber of Commerce for its members. Some of the topics that Google will focus on include: how offline relates to online; the measurability of the online marketing medium; and presenting case studies of successful shifts to online, which have brought resulting positive ROIs. In addition, as part of Google's education campaign, plans are in the pipeline for classes to be presented at various universities around the country.

In the run-up to the 2010 FIFA World Cup, Newton says that Google would not only prefer to take advantage of a single event, but would like to make sure that its plans are sustainable. However, in the build-up to the big event, he says that there is a small window of opportunity for small and medium-sized enterprises to advertise to the rest of the world.

When asked about any threats that he anticipates in the future, Newton mentions that he foresees no threats, only possible delays in terms of boosting online access, given the current limitations of technology. He says that if the technological environment remained precisely as it is right now, "things would still be exactly the same as they are, we would be doing the same thing." However, he sees vast potential for growth in South Africa, saying that it's just a matter of time before we gain access to a wider market. Another boost will be when the telecommunications markets lower their prices, as access to many more users will be boosted. He says that once that happens, not only more people, but more businesses, will also be going online.

On a broader note, Newton is optimistic that the launch of the Seacom cable and other upcoming cables in the next few years will see many more people than the current 10% of the population becoming empowered to go online; and that the 90% who currently don't have access to the market will become active participants as well.

Newton took up the position of Country Manager on 1 July, merely a few weeks ago, and says that for the moment, his priorities have been to open communications between Google and its agencies, and talking to as many people in the industry as possible to get ideas and share thoughts. He says that it is vital not to assume the same market principles apply in South Africa as in the rest of the world; and that it will be critical to assess the local market as accurately as possible.

Google is headquartered in Silicon Valley, with over 50 offices globally. In addition to having a presence in Kenya; Uganda; Ghana; Nigeria; and Senegal, Google will soon be celebrating its two-year birthday in South Africa.

+ Visa takes NG Traveller places

By Leigh Andrews

8 Ink Custom Media, in partnership with Visa, will publish *Visa Travel Solutions*, a 68-page travel magazine, to be distributed with the third issue of *National Geographic Traveller*. The magazine offers a selection of dream local and international destinations to suit all budgets. This is complemented by practical travel tips and advice on issues such as packing the perfect suitcase and what to do when you lose your passport, making it the ideal practical companion to the more emotive style of *NG Traveller*, and providing a vehicle for Visa to engage with the magazine's high-end audience. I recently had the opportunity to speak to Kelda Lund, from 8 Ink Media's Custom Publishing Division, which publishes *National Geographic Traveller*.



1. **Andrews:** Tell me more about *NG Traveller* and how the magazine is doing, with its third issue now hitting shelves.



What has the industry's reception been? In your opinion, are fans of *National Geographic* more likely to become fans of *NG's* associated brands, such as *NG Kids* and *Traveller*?

Lund: We have received a fantastic response both from a consumer and trade perspective, and definitely feel that associated brands will be more readily accepted by association. The first issue had an 85% sell-through; the second issue is still on sale, but it seems to have done very well, too. The *National Geographic* brand is an incredibly authoritative; respected; and trusted brand, and as we are able to draw on the enormous pool of knowledge that the *National Geographic* Society and its various ambassadors has developed over the years, our readers have bought into our editorial credibility more quickly than if we were a new launch travel title with no society behind it.

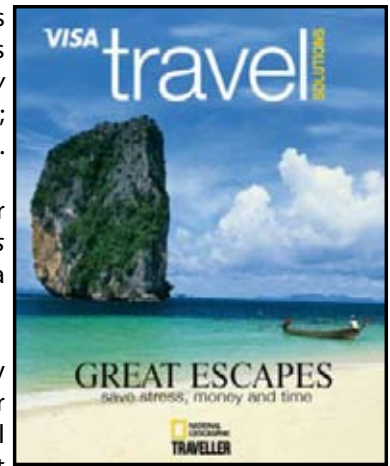
2. **Andrews:** In terms of the Custom Publishing Division, have you seen much growth in niche publications, such as the *Earth Pulse* magazine?

Lund: The current economic climate means that people think more carefully about purely placing ads, and over the past few years, clients have requested more unusual offerings that they are prepared to put money behind. When you look at the local spectrum of custom magazines, the offering is strong, and even though marketing budgets are no doubt being reduced, there is a definite sense of growth for the niche publication that can lend editorial support to a client's brand values. Many of the international custom magazines demonstrate a high level of editorial value that can stand alone alongside their consumer counterparts. Locally, there are some great custom titles that have also stood the test of time and have become expected by loyal readers. Apart from creating magazines from scratch, niche products like the *National Geographic Earth Pulse* offering, sponsored last year by Lexus, creates an incredibly strong editorial product that offers a unique brand association opportunity. We have also produced a number of other custom publications and special projects,

including Melrose Arch Hotel's *A* magazine; Standard Bank's *Phatstuff*; Discovery's *Vitality Journal*; *DIY with Decorland*; and two catalogues for @home.

3. **Andrews:** What in particular makes *Visa Travel Solutions* suited to *NG Traveller* as a supplement?

Lund: There is a strong synergy with Visa's brand message; your Visa card is effectively a travel solution. The supplement complements the *National Geographic* content in offering a different editorial mix to the main magazine – together creating a great package for the reader, who effectively gets two magazines for the price of one. The synergy in partnership has allowed for a seamless flow between editorial and advertising, as well as creating a stand-alone magazine that is an interesting read on its own.



4. **Andrews:** In the economic recession, are people still keen to travel and go on holiday?

Lund: Yes, in these tough times people are looking for meaningful experiences and, as a result, experiential travel (where you connect with the essence of a place and its people) is a major new trend in travel. International travel is expected to reach 1.6-billion by 2020, with more than 375-million of those being long-haul travelers, says the World Tourism Organisation. Top regions are Europe; East Asia; and the Pacific, with cultural; educational; eco; and adventure travel being huge draw cards.

5. **Andrews:** Lastly, can you tell me about any other exciting developments at 8 Ink Media?

Lund: 8 Ink Media has always been a leader in the youth market publishing space, with *seventeen* and *NG Kids* continuing to dominate the newsstand market. Parents and kids alike have a strong affinity for the *National Geographic* brands, so a natural addition to the *National Geographic* family is our latest launch, *NG Little Kids*, aimed at three- to six-year-old pre-schoolers and their parents. We are piloting a different publishing model with *Little Kids* – the magazine will be available via subscription only, and not on the newsstand. The subscription model is a highly efficient one from a publishing perspective, as it avoids wastage.

In the digital realm, 8 Ink Media has also grown in the digital offering, developing an exciting online proposition for *seventeen*, and the MXit contact that has exceeded 160 000 users in just six months. 8 Ink also acts as an agent for nationalgeographic.com, selling online inventory geo-targeted to South African users.

8 Ink Custom Media is currently producing the third online catalogue for home retailer, @home, as well as a custom magazine for one of South Africa's leading property investment groups. We're busy working with various clients at the moment on new and existing publications, and will announce them as soon as we can.

Visa Travel Solutions is bagged with the third issue of *National Geographic Traveller*, on sale from 9 September for R29.95.

For more information on the title, contact Kelda Lund on 021 412 2931, or click [here](#).

+ The flourishing online space

By Desi Tzoneva

I recently spoke with *The Times* Editor, Ray Hartley and Avusa General Manager, Elan Lohmann, about the new-look *Times LIVE* website; the site's new content management system; and the way forward, and picked up on three main trends.

From the discussions, what became striking were comments that it is no longer enough to have content on a website and wait for stories to come through the wire; It is vital to have the fastest possible news team; to offer breaking news; and to have journalists out in the field.

Secondly, cutting-edge multimedia content which provides a richer news experience for a website's audience is becoming critical, and having the right content management system can provide that experience. *Times LIVE* is built on the model of an international web-content management system, Escenic, said to offer international best practice, and which enables better editorial management of a site; allows for better content integration; referencing and archiving; facilitates the integration of the print and online content on the website; and includes much more multimedia content not only on a website, but also integrated into stories. Newsclip's Media Manager, Marina Kruger, has noticed a sharp increase in the number of new titles on the shelf, most of which have an online counterpart that is regularly updated with breaking news. This will be expanded on in next week's newsletter.

Thirdly, there are enormous changes taking place in how people consume news and media, where the new generation does not hold the same loyalty to print as was enjoyed in the past. Research indicates that print will eventually decline and publishing will see decreases in audience size, which opens a need to offer something that the audience can interact with. The current audience increasingly wants to shape news and interact with it, and news is now becoming an activity centred firmly around sharing. This becomes quite significant in terms of the different ways that people approach news, and newspapers and magazines should be prepared to lose on print audiences and go online, although if this step is undertaken, it would simply mean that your audience has shifted its medium of use, and you're not really losing your audience in the process.

Newsclip Updates Editor, Leigh Andrews, says that while "online is taking off," it does not necessarily imply the end of print. "Rather, it should be seen as a supplementary avenue, offering fresh, breaking content and multimedia aspects to enhance print."

To add your voice to this debate, join us by posting your comments on our [blog](#).

+ After nearly four years at the helm of Newsclip's three industry publications, the time has come for me to move on. It has been an exciting journey with a great team, and has seen the publications grow from strength to strength year-on-year. The publications carved out an important niche in our media landscape, and have emphasised the importance of objective and independent information sharing.



The publications' circulation has grown to over 10 500 per publication per week at present. We have also introduced the latest technologies, such as vodcasts; podcasts; galleries; interactive web-based systems; and have built long-lasting relationship with key players in the industry, our loyal readers and content suppliers.

The achievements have been great, the times have been good, the results have been fantastic and the experience is one that I will never forget. Thank you to one and all.

Goodbye,

Daniel

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